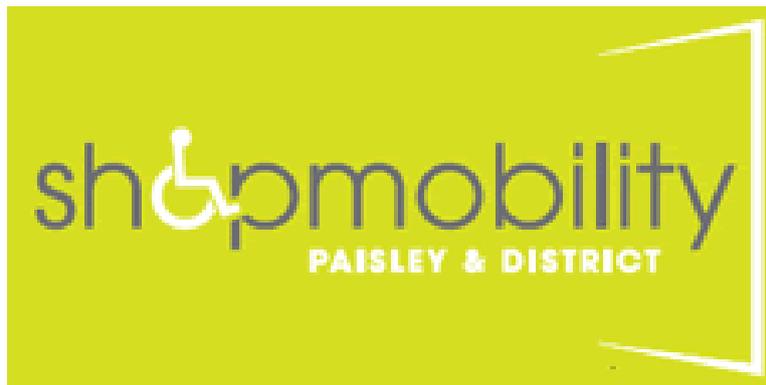


**University of Glasgow
Settlement
Find a Solution:
Shopmobility Paisley and
District**

Page | 0



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TABLE OF CONTENTS

<u>Title of Section;</u>	<u>Pagination;</u>
INTRODUCTION AND EXECUTIVE SUMMARY.....	2-3
OBJECTIVES OF SPD AND OBJECTIVES OF THE REPORT.....	3
METHODOLOGY.....	4
INITIAL FINDINGS.....	4-5
INTERVIEW RESULTS FOR REGISTERED USERS.....	6-7
INTERVIEW RESULTS FOR REGISTERED NON-USERS.....	8-9
QUANTITATIVE RESULTS BASED ON REGISTERED USERS.....	10-12
NON-PARAMETRIC TESTING.....	12-13
TRENDS, ISSUES AND BARRIERS FACING OLDER ADULTS OR DISABLED ADULTS IN RENFREWSHIRE.....	13-14
REGISTERED USER AND REGISTERED NON-USER PROFILES.....	15-16
 <u>SOLUTIONS</u>	
HOW HAVE WE MET THE OBJECTIVES OF THE REPORT?.....	17
LOOKING TO THE FUTURE.....	18-22
A NOTE OF THANKS.....	23

ANNEXES

ANNEXE I: MONTHLY USER NUMBERS GRAPH 2009-2013, ANNEXE II REGISTERED USERS, ANNEXE III REGISTERED NON-USER TRANSCRIPTS, ANNEXE IV: DESCRIPTIVE STATISTICS, ANNEXE V: NON-PARAMETRIC TESTING, ANNEXE VI: BENCHMARKING, ANNEXE VII: STAKEHOLDERS' QUESTIONNAIRE

INTRODUCTION

Shopmobility Paisley and District (SPD) is a registered Scottish charity which aims to assist people with mobility difficulties and offers free daily hire of manual powered wheelchairs and mobility scooters. The service intends to promote independence and self-esteem amongst users, helping them to integrate into the local community.

Paisley Shopmobility and District has recently been experiencing a decline in the number of its users. Between the years 2010 to 2012¹, there was a significant drop in user numbers. SPD could not bring up the user numbers to the previous levels (as seen in 2010 and earlier). Thus SPD wants to understand why both newly registered clients and clients who have been registered for a period of time are either not using the service at all, or using the service very infrequently. This report seeks to understand this problem and the reasons behind it, in the hope of providing viable solutions.

EXECUTIVE SUMMARY

SPD is a charity seeking to understand the drop in service users that it is currently experiencing. The main objective of this report has been to find out why registered clients are either not using the service or have never used the service since registering. We have taken into account external factors, such as the attractiveness of Paisley as a shopping location and the levels of health and social problems in the Renfrewshire area: Renfrewshire has high levels of those described as ‘long-term sick’ paired with low employment levels. After initial exploratory research into these issues and pressures facing disabled people in Scotland, we devised a survey, detailing what we believed to be the key questions we wanted to ask SPD’s clients. Based on the results of these questionnaires we came to various conclusions: we believe SPD could be further integrated with the Paisley Centre in promotional terms. After researching similar organisations, we believe it is crucial that the Paisley Centre website has links to the SPD website and social media. SPD has held fundraising nights in the past where there was an attendance in excess of a hundred people. This should be done more often: but with an aim of raising awareness and creating publicity, rather than solely for fundraising purposes. We suggest significant social events should be held at least four times annually.

¹ Please refer to graph, ‘Monthly User Numbers 2009-2014’ in Annexe I.

We recommend that a quarterly newsletter is posted out to users, as many registered users would not have the means or inclination to access a newsletter online. Further, we strongly recommend SPD capitalises on what we believe is it's 'Unique Selling Point': offering users the chance to take scooters and wheelchairs on holiday, nationally and internationally for as little as thirty pounds per week. We recommend targeted promotion of this hire service. Please see **Methodology**, and **Solutions and Discussion** for more detail.

OBJECTIVES OF SPD

1. To **assist** people with impaired mobility, temporary or permanent, to **access** shops and other facilities through the provision of equipment and volunteer escorts.
2. To promote increased **independence** and **freedom** of choice for people with impaired mobility.
3. To provide a **confidential and comprehensive information and advice service** for people with impaired mobility.
4. To provide a free equipment loan service to registered users.
5. To raise the **awareness** of the needs of those with disabilities amongst the wider community.

OBJECTIVES OF THE REPORT

1. To determine why registration numbers differ in comparison with user numbers through qualitative and quantitative research.
2. To build both a 'User' and 'Non-User' profile.
3. To raise awareness of the organization amongst the local community and beyond.
4. To promote the service amongst key stakeholders.
5. To explore mediums through which to promote SPD.
6. To help to develop upcoming marketing strategies based on our research results and benchmarking.

METHODOLOGY

Based on the preliminary meeting we had on June 18th 2013, we established the objectives presented above, and how we intend to meet these objectives.

We carried out initial exploratory research: this took the form of desk-based research including an academic literature review and benchmarking. Following this we created and designed an interview script and sent it for approval to the Directors of SPD and our mentor provided by the University of Glasgow Settlement. Once this was approved we took a sample of our prospective respondents and began the first stage of our interview process.

We used the interview findings (please see section ‘Interview results for Users and Non-Users’) to formulate a questionnaire which was more comprehensive and covered more areas than the interview used for our sample. We found this to be a very useful method, as we were able to further familiarise ourselves with the user-experience at SPD, and the challenges the organisation is facing.

We then analysed both the qualitative and the quantitative data obtained from the interviews and questionnaires. The interview process was time-demanding, especially as we manually recorded the data, thus for both our service users/non-users, we designed and inputted the questions into <http://www.websurveycreator.com/> : an online survey tool which helped us to analyse our initial results and make required changes.

INITIAL FINDINGS

Firstly, it must be acknowledged that the initial sample taken of users and non-users for the interviews was not a large enough sample from which to generalise; however, the interviews did provide a basis for conjecture and ideas when developing our questionnaire. Both interviews conducted with users and no-users were done with the purpose of having an initial understanding of the issues at hand, and to explore the subject area so that this information could be used as a basis from which to get more representative answers based on in-depth questionnaires.

Our exploratory research (based on telephone and face-to-face interviews) highlighted that there are several major factors that need to be considered in forming solutions to SPD's current issues. Location is a key factor in non-registered non-users feedback: a significant proportion of the non-users we spoke to feel that SPD is located in an inconvenient area - situated in the car park of the Paisley Centre, making it costly to park there if the picking up or dropping off of the scooter or wheelchair is not done promptly (The Paisley Centre allows users to park in its car park for up to ten minutes free of charge). Further, the SPD office is located some distance away from the Paisley high street: this is a particular problem for a service dealing with mobility-challenged users.

Our quantitative research highlighted an endemic issue with Paisley town centre itself. Many respondents stated that they would prefer to shop at Braehead or Silverburn Shopping Centres, as there is a wider variety of shops and more to do. Renfrewshire and Paisley in particular, is facing high unemployment coupled with above average levels of people registered as 'long-term sick' -- meaning many are in financial difficulty. SPD's objective is to provide **a confidential and comprehensive information and advice service** for people with impaired mobility, and this is something we think can be further expanded upon (please see **Solutions**), especially as both users and non-users felt that they did not have enough information about SPD.

SPD aims to **raise awareness** of the needs of those with disabilities amongst the wider community and offer support for disabled users, so that they feel confident to go into the community and participate in daily life. Our solutions will focus around raising awareness of the service of SPD itself, but also Shopmobility as a national service, aiming to help disabled adults.

INTERVIEW RESULTS FOR REGISTERED USERS²

Out of a sample of twelve, four respondents were registered users. Having looked at the answers, the following trends could be identified:

For **question one**, the most common way of finding out information about Shopmobility Paisley was either someone who used it or a friend (three out of four respondents). Second to that the most common way of finding out about the service was through The Paisley Centre, either by being handed a leaflet or looking at the notice board. Thus, it can be seen that the importance of word of mouth and of users themselves having a positive experience of the service, can, when combined, generate local publicity and the potential of gaining new service users.

In the analysis of **question two**, regarding ‘influencing factors’ when registering for SPD, three out of four respondents they said registered because of a long term illness, and only one respondent answered ‘age-related mobility problems’.

The following table has been created to categorize the responses for **question three**:

Please tell us what you like about the service as a regular user	Respondent 1	Respondent 2	Respondent 3	Respondent 4
Convenience	“It makes moving accessible, and getting around, especially shopping.”	-----	“Very handy, gives you increased mobility. The scooters are easy to use.”	“Very easy to use, very good to get around easily.”

² Please see interview transcript in Annexe II for Registered Users.

Assurance and Empathy	“Everyone at Shopmobility Paisley is a great friend so it is pleasant to be a part of that and use the service.”	“The people are friendly, and that makes me come back.”	-----	“The people are nice.”
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Question 4 asked about the idea of having a quarterly newsletter. Three out of the four respondents who have been interviewed approved of this idea.

When asking about the possibility of increasing the organization’s online presence in

Question 5, responses were divided. Two respondents said ‘yes’ and two ‘no’. This can be attributed to the age group most respondents belong to: it is generally understood that currently internet knowledge and access decreases in likelihood with age, however recent research suggests that this trend may be starting to reverse itself³.

For **Question 6**. “Could you please tell us about social events that Shopmobility Paisley could organize and that you would like to attend?” two respondents said that they would go to any event organized as long as it has disabled access, other responses were mixed.

When asked in **Question 7** about things that they would change, respondents commented that location is not a problem, (overall three out of four) and also expressed a desire for the organization to market itself better so more people can find out about the service.

³ Joy Goodman, Audrey Syme, and Roos Eisma. "Older Adults’ Use Of Computers: A Survey." (2003). http://www.computing.dundee.ac.uk/projects/UTOPIA/publications/bcs_hci03.pdf [accessed 20/08/13].

INTERVIEW RESULTS FOR REGISTERED NON-USERS⁴

Out of the twelve respondents that made up our sample, eight were identified as being ‘Registered Non-Users’. The following trends were identified;

The Paisley Centre has a large stake in the awareness of SPD: fifty percent of the respondents interviewed found about SPD via The Paisley Centre.

The majority of respondents registered for the service on their own behalf, indicating that the issue of gatekeepers may not be an extensive problem for disabled adults registering for SPD.

Sixty-two of respondents gave ‘long term illness or injury’ as the most influential factor in choosing to register. Short-term injury or illness was the next biggest factor in the decision to register: twenty-five percent of respondents registered with SPD due to ‘short-term illness or injury’. Interestingly, ‘Age-related mobility issues’ ranked third, with only twelve per cent of respondents selecting this as a reason for registering.

The question of particular interest was ‘What factors influenced your decision not to use the service?’ There was a wide variety of answers, many focused on respondents’ personal or health factors. For example, Respondent A told us: “Somebody worse than me (health wise) could use the service. I would be taking the service away from other people. Also, I do not always feel up to it and need to keep stopping and sitting down as well.”

Respondent A highlights an attitudinal issue- suggesting that some respondents feel that the service is not geared towards them and their needs. This could raise questions about promoting disability awareness and inclusiveness when encouraging people to register and use the service.

Respondent C stated: “I own a wheelchair. I don’t have a car at the moment, but I’m trying to find a special disability car (and specialised license) to enable me to come to Paisley and get around in general.”

⁴ Please see interview transcript and descriptive statistics in Annexe II and III for Registered Non-Users.

Amongst other reasons, two key issues were raised, firstly in location (a factor we anticipated would arise amongst non-users): of those interviewed, the majority felt Paisley town centre was not attractive enough, and in particular that shopping centres such as Braehead offered a wider variety of shops and activities in a convenient set-up and location.

More pressingly however, non-users mentioned that there was a lack of information about the service: this is certainly a response that we must take into account when formulating solutions. More minor factors were no longer needing the service, due to a short-term injury or illness that had now abated, or greatly worsening health that rendered the respondent unable to come out and use the service. When asked what factors would influence them to use the service, again, information was a factor- respondents generally believed more information would be beneficial.

All respondents mentioned the friendliness of the staff at SPD in answering this question- it seems clear that they were satisfied with the registration process when they initially went to the SPD office to register.

When asked about how an increase in SPD's online presence would affect them, sixty-two per cent felt that this would not be relevant. However thirty-eight per cent of respondents thought that more online information would be relevant and stated that they would be likely to access this should it be provided. Thus it appears that an increased online presence, whilst not being universally accredited by registered non-users, would nevertheless be a useful and potentially significant factor for SPD.

When asked, 'Were you aware that you could hire one of our mobility scooters or wheelchairs to take on holiday?' Fifty per cent of respondents were aware and fifty per cent were not aware of this. However, out of the fifty-per cent not aware, almost all expressed an interest in this aspect of SPD's service. We believe this could be a **Unique Selling Point** for SPD, and suggested this in our interim report.

QUANTITATIVE RESULTS BASED ON REGISTERED USERS⁵

Firstly, the questionnaire was carried out over two weeks, with thirty respondents being interviewed over the phone.

Page | 10

The respondents were randomly selected from a given registered user list by the SPD Director (Alan Morris) and Administrator (Robert Sweeney). Due to the nature of the random selection of respondents (we have interviewed whoever was willing) most of the respondents were women (twenty two respondents) and the remaining male (eight respondents).

It has been interesting to notice based on the first part of the questionnaire which contained demographical questions that a large majority of respondents were between the age of 55 and 74 (see attached in Annexe IV: **Question2**) representing a percentage of 56.7. Furthermore, 83.3% of the interviewed people were retired and 66.6% of the respondents were living in either Paisley or wider Renfrewshire area (see attached in Annexe IV: **Question3**).

The first question following the screening questions is **Question 5**, for which most common value given is '6' which corresponds to the 'Other' option. The most common answers given under 'Other' was 'Other Shopmobilities in the area, i.e. Silverburn or Braehead', which was mentioned six times.

For **Question 6** the mode is '1' which represents long-term illness. It can be concluded that of the 30 respondents 46.7% suffer from long term illness and another 3.3% suffer from long term injury.

This shows that SPD has users who are in need of the service, and have potential to use it for long-term and multiple hires. But the question remains why they have not used it regularly since registering? We will look in detail at this in **Question 8 and 9**, where users have been asked to identify the factors that have influenced their decision to not use the service.

At **Question 8** the respondents were asked: 'We have noticed that you have not used the service. What were the factors that influenced your decision not to use the service?' Location came up as the biggest influencing factor with over 50 % of the respondents who gave an answer said they found location too far away or inaccessible.

⁵ Please see Annexe II and III for interview transcripts, descriptive statistics and respondents' comments.

The majority of the respondents we interviewed were part of wider Renfrewshire or non-Renfrewshire. The sample of thirty respondents was representative of the organization's wider demographics, as it included, Paisley North and South, wider Renfrewshire and Non-Renfrewshire.

Question 9, was a key question for our research:

‘What would help you or a potential service user to use Shopmobility Paisley and District Service more than you currently do?’ (Open ended question)

We have categorized the respondents' answers under the following seven areas:

Area	Number of respondents
Promote the hiring service for holiday	1
Organize links/connections with other Shopmobilities in the UK	2
More publicity for social events	1
Paisley not as attractive/ too far way	7
Longer opening hours on Saturday	2
Please do something about the parking fee	2
I would like to be given the opportunity to volunteer	1

From this it can be seen that SPD's users see potential in the organization: for example, integrated promotion with other Shopmobilities, more detailed information and publicity for events and a focus upon SPD's **Unique Selling Points** (holiday rental of scooters and wheelchairs.) Further, respondents would advise resolving location related issues such as accessibility, opening hours (preferably longer) and parking (less rush and no risk of being charged).

Question 10 and **11** were related to the usage of computers and the internet and for the purpose of finding information about SPD. The answers show that 56.6 % of the respondents would look at the service online on a computer.

However, with the existing trend of increased ownership of laptops and tablets, and rapidly increasing usage of internet world wide we expect more and more people to be looking at the organization's website and online presence in the future.

Question 12 asked, 'Were you aware that you can hire one of our mobility scooters or wheelchairs to take on holiday?' After conducting descriptive statistics the frequencies show that 'Yes' equated to 53.33% and 'No' equated to 46.67%. Thus, the statistics indicate that SPD should focus its efforts on making people more aware of what they have to offer.

Question 14 was an open ended question where all the respondents were invited to leave their comments.

NON PARAMETRIC TESTING⁶

Parametric tests for interpreting quantitative data are based on a normal distribution and can be derived from assuming a normal-distribution of the data around the mean. Non-parametric tests are used when assumptions required by the parametric counterpart tests are not met, such as having a normal distribution, having a large sample size, and assuming equal variances.⁷

We have used Mann-Whitney Test, as it is one of the most effective of the nonparametric tests for comparing two populations. It is used to test the null hypothesis that two populations have identical distribution functions, against the alternative hypothesis that the two distribution functions differ only with respect to median, if at all. The Mann-Whitney test does not require the assumption that the differences between the two samples are normally distributed⁸. This test it is used commonly in the field of statistics to test gender (female and male) based differences.

⁶ Please see Annexe V for statistics relating to Non-Parametric Testing.

⁷SPSS 10.0 guide to data analysis, Norušis, M. J. (Marija J.), 1948- Upper Saddle River, N.J.: Prentice Hall, 2000.

⁸ Non-parametric testing refers to testing when normal distribution cannot be assumed: for example, where statistics do not have any characteristic structure or parameters, so it may be necessary to rank the values or answers given, and produce statistics based on these rather than those values or answers themselves, which are likely not to produce any valuable or correlative statistical information.

<<http://www.stats.gla.ac.uk/steps/glossary/nonparametric.html>> [accessed 17/08/13].

As a result, we have used this test to see if there might be a connection between being a user or a non-user and gender. As it can be seen from the SPSS Mann-Whitney test results included in the Annexe V, sigma of the test was **0.851** (a lot larger than p value of 0.05). This means we have used the test at 95% confidence level that the data for gender influences would be significant. Thus it can be concluded that usage rates and gender are not significant and therefore any correlation between usage and gender in this case is completely random.

The Kruskal-Wallis test, similarly to the Mann-Whitney Test is a nonparametric test used to compare three or more samples (groups of data). We have used it to look at several sub-groups within location, as a possible influencing factor for service usage levels at SPD. We looked at seven different sub-groups within location, and compared this to the usage rates of the registered users. We found that there was no connection between the different locations the respondents came from and how often registered users from various locations used the service. This can be seen for the SPSS tables in the Annexe V, where Kruskal-Wallis test, Asymp. Sigma is 0.423 a lot bigger than p-value at 0.05, with a 95% confidence that the data would be free of error, thus we can conclude that level of usage to what location do people come from is not significant.

Trends, Issues and Barriers Facing Older Adults or Disabled Adults in Renfrewshire

In Renfrewshire as of the latest national census in 2011, according to Nomis Official Labour Market Statistics, the population aged 16-64 numbered 111, 600 people, of which 7, 900 were unemployed⁹.

According to the latest data (Apr 2012-Mar 2013) in Scotland the unemployment rate is 7.8% which is the same with the 7.8% national average for Britain as a whole. In Renfrewshire 9.6 % of the males are unemployed, compared to 6.1% of women. Unemployment amongst males in Renfrewshire is significantly higher than Scottish (8.8%) and UK (8.2%) averages.

The number of people classed as 'long-term sick' is 7,900 (31.1%): again much higher than the Scottish (29.3%) and national average (22.0%) between Apr 2012-Mar 2013.

⁹Nomis, Official Labour Market Statistics, 'Labour Market Profile Renfrewshire', <<https://www.nomisweb.co.uk/reports/lmp/la/2038432145/report.aspx>>, [accessed 17/08/13].

In Renfrewshire a higher number of older adults make up the local population. The retired population numbers 5,300 (22.2%) compared to the Scottish (17.7%) and British (16.3%) averages, between Apr 2012-Mar 2013.

There are 290 Job Seekers Allowance (JSA) claimants living within the area classed as 'Paisley Central' (July 2013)¹⁰. Out of those claiming JSA in Paisley Central, 75 were aged 18-24, 175 were aged 25-49, and 40 were aged 50 and over. Thus, those aged between 25-49 make up the largest proportion of benefit claimants in Paisley Central. Page | 14

Such statistics have an impact on Paisley's local economy and attractiveness as a place to live, work and visit. Between April 2012 and March 2013, 5,225 (4.7%) of the Renfrewshire population were registered as out-of-work benefits claimants. Further, drug-use in Renfrewshire is among the highest in Scotland: it is ranked 7th in terms of estimated drug users within the 15-64 population. This contributes to economic problems in Renfrewshire: there are at least 2000 drug users who are likely to be economically inactive (Morris, 2012: 1). Such statistics influence how attractive Renfrewshire is as an area in terms of tourism, and also funding, investment and employment opportunities: we have taken these external factors into consideration over the course of our study.

¹⁰Nomis, official labour market statistics, '*Ward Labour Market Profile 26C11 : Paisley Central*', found online at <<http://www.nomisweb.co.uk/reports/lmp/ward/1308632662/report.aspx>>, [accessed 17/08/13].

REGISTERED NON-USER AND USER PROFILES

Registered Non User Profile

Age: Over 55

Page | 15

Gender: SPD has a higher number of Females registered than males.

Typically, non-users' reason for registering is 'long-term illness or injury'. By and large, non-users chose not to use the service because of personal health concerns: usually deterioration in health, leaving them unable to travel out to use the service. Another major reason why non-users had not used the service was Paisley Town Centre- which many respondents believed had declined in attractiveness and quality (especially in terms of shopping).

Generally, non-users believed that more information about SPD would be beneficial.

The majority of non-users felt that an increase in the online presence of Shopmobility Paisley would not be relevant to them, as they either did not have access to a computer or the internet, or, if they did have access, did not use the internet regularly enough for this to benefit them.

Registered User Profile

Age: Over 55

Gender: SPD has a higher number of females registered than males.

Users generally find out information about SPD either via a current service user, who they know socially, or a friend or relative. A user would normally find out about the existence of SPD as an organisation through the Paisley Centre, either by being handed an information leaflet or looking at the Centre's notice board.

Like the typical non-user, the majority of users registered because of 'long term illness or injury'. When asked what they liked about the service as a regular user, the typical user was replied that they were extremely happy with the Shopmobility Paisley staff, who were friendly and welcoming. Users also feel that the service is very convenient and easy to use.

In terms of new ways of getting information about SPD, users felt that a mailed monthly SPD newsletter would be beneficial to them. The typical user was unsure when asked whether increasing Shopmobility Paisley's online presence would benefit them. This could be a result of the age profile of respondents, and, like non-users, restricted access to computers and the internet, and an unwillingness to engage with online mediums. Users prefer to communicate via the telephone or post.

Users were either unaware of, or uninterested in any social events SPD could offer.

When questioned about what the organisation could do to improve its service, users generally felt that the organisation could do more to market itself.

SOLUTIONS- HOW HAVE WE MET OBJECTIVES OF THE REPORT?

Objective	Action taken
1. To determine why registration numbers differ in comparison with user numbers through qualitative and quantitative research.	As can be seen in our Methodology, we firstly carried out a small sample of semi-structured interviews. Based on the results of these, we developed a structured questionnaire and gathered data from over thirty respondents. We analysed this data using SPSS.
2. To build both a ‘User’ and ‘Non-User’ profile.	Following our data analysis, we were able to build a general ‘User’ and ‘Non-User’ Profile, detailing what the typical ‘User’ and ‘Non-User’ felt about SPD’s service.
3. To raise awareness of the organization amongst the local community and beyond.	We featured in a newspaper article in The Paisley Express to raise awareness about SPD and our project with them. As part of our questionnaire process, we would often give advice over the telephone (at the end of each questionnaire) regarding any related queries we were able to help with. We also undertook a questionnaire amongst local key stakeholders.
4. To promote the service amongst key stakeholders.	On the suggestion of SPD Director Alan Morris, we designed and carried out a telephone and internet-based questionnaire with local organisations and businesses that SPD deemed to be its key stakeholders.
5. To explore mediums through which to promote SPD.	We specifically explored in our questionnaire the willingness of Users and Non-Users towards social media. We also recommended as a potential medium of communication, a quarterly newsletter, to be mailed out to (recent) Non-Users. Links on Paisley Centre website, further integration with other local Shopmobilities.
6. To help the board to develop an upcoming Marketing strategy based on our research results and benchmarking.	Please see Solutions and Annexe.

SOLUTIONS- LOOKING TO THE FUTURE

Based on the above research and statistics, we will now propose what we view as solutions to SPD's falling user rates.

Firstly, we would like to discuss the lack of information regarding SPD as an organisation, which has been continually mentioned by respondents throughout the course of our research project. As one of SPD's objectives is **'To provide a confidential and comprehensive information and advice service for people with impaired mobility'**, this must form a key focus of our solutions. SPD needs to look into new ways of not only keeping existing registered users informed, but also attracting new potential users. During our benchmarking research, we realised that many other Shopmobility organisations which had *links to a local retailer* were explicitly promoted by this retailer, usually via their website, providing webpage, Facebook and Twitter links. For example, Kilmarnock Shopmobility's website highlights local attractions and activities in and around Kilmarnock, *providing relevant links to local businesses*. We believe this is something that The Paisley Centre should do for SPD, as it is mutually beneficial.

In terms of providing a **'confidential and comprehensive information and advice service'**, we believe more could be done. Many respondents we have spoken to have appreciated being provided with additional advice or information if a query has arisen whilst we have been issuing the questionnaire. This is a need that can be capitalised on as there is a perceived lack of information amongst current registered users and registered non-users. This could firstly be combated by a quarterly newsletter, sent via post to a small sample of recent non-users (i.e. stopped using the service over the past eighteen months) to attempt to re-initiate communication. This newsletter would detail SPD's news and also any news that would be relevant to local disabled adults. Following the outcome of the *newsletter*, SPD could extend its reach to regular users and to attract potential new users. For example, the newsletter could be made available in local disability organisations and mobility shops.

Although we acknowledge that for the majority of both non-users and users SPD's **'online presence'** is not directly relevant, due to restricted computer/internet access or lack of interest in online mediums, we still believe it is vitally important that SPD matches its competitors in terms of social media and online presence. This would involve the

aforementioned social media web links, and regular website maintenance to ensure that SPD's webpage is kept up to date with the latest SPD news and social events, and also any significant disability news which would affect SPD's users. SPD should provide an *online registration* form as part of increasing and enhancing its online presence. This will also modernise and speed up the registration process. It is vital to maintain a strong online presence for the future of SPD and its subsequent future users, who, research suggests¹¹, will increasingly look to online communication mediums.

After speaking to a sample of SPD's key stakeholders, we have learned of a significant new role SPD can fulfil in providing local disability services in the Paisley area.

A stakeholder at Paisley's Disability Resource Centre (DRC) informed us that under the law, after the age of ¹²sixty-five, disabled adults are no longer entitled to the services that the DRC provides. Due to this many older adults may feel disconnected with disability services once this system of help is withdrawn, and this is a crucial gap that SPD's service, friendly staff and social events calendar would be more than capable of filling. If SPD could promote its service amongst adults over and approaching the age of sixty-five at the DRC, it could attract many more users, who would potentially require the service on a regular basis. Sixty-five and over previous DRC attendees are potential SPD users and thus it is vital for SPD to pursue all possible *ways of integrating with the DRC* and other similar organisations. The DRC could also provide a useful source of knowledge regarding SPD's aim to provide '**comprehensive information and advice**' in relation to disability issues. Further, such integration would have the added benefit of '**raising awareness of the needs of those with disabilities amongst the wider community**', another of SPD's objectives.

Indeed, raising awareness of disability needs is significant for SPD. Publicity and self-promotion are thus key solution areas. Many respondents that have either used or registered at SPD have also used Braehead and Silverburn Shopmobilities. They themselves have specifically suggested that SPD could try and link up with these local organisations for dual-promotional benefit. Whilst Braehead and Silverburn offer under-cover, convenient shopping, they are both located at out of town locations, and neither offer the thirty pound weekly holiday hire service available at SPD.

¹¹ Goodman, Syme, and Eisma. "Older Adults' Use of Computers." (2003) http://www.computing.dundee.ac.uk/projects/UTOPIA/publications/bcs_hci03.pdf [accessed 20/08/13].

¹² Please see Annexe VII 'Stakeholder Questionnaire' Respondent 2 of 7.

We believe this holiday hire service is SPD's Unique Selling Point, and a system of integrated promotion could help to both promote this aspect of SPD and SPD as a whole, as more people become aware of the SPD. Combining the services of SPD, Silverburn and Braehead would fulfil another of SPD's objectives, in '**promot[ing] (the) increased independence and freedom of choice for people with impaired mobility.**'

In the past SPD has held very successful fundraising nights where attendance has been in excess of a hundred people. We suggest SPD should consider organising more *social events*, however with less of a focus on fundraising and more on getting their users involved in the organisation.

Obviously the main SPD social event, usually held in October, is beneficial for fundraising and should be encouraged to continue to grow and develop, however more regular, low-key events and activities such as (for example) fortnightly lunch-clubs, the Walking-on-Wheels tours, outings to local attractions (i.e. theatre at the Paisley Arts Centre and occasional day trips could be piloted.

Further, as the majority of respondents were not aware that SPD held **social events**, SPD should focus on promoting these events amongst its users: especially via its website and quarterly newsletter. SPD could also *further integrate with local disability organisations* and businesses for such events: from speaking to key stakeholders we have found that they would welcome further involvement with SPD. With the help and support of local disability organisations and businesses SPD could hold a weekly drop-in session offering advice on issues affecting local disabled or elderly and disabled individuals. This may help to encourage registered users and non-users to come in and use the service or use it more often, as they would receive a dual-benefit from visiting SPD.

Fifty per cent of respondents' questioned were not aware of the holiday hire service, so in terms of supporting the **freedom** and **independence** of disabled individuals (as SPD aims to do), it is crucial to advertise the holiday hire service in the aforementioned newsletter, and as a feature in Paisley's local newspapers and noticeboards, as something unique to SPD.

It is strongly recommended that SPD considers longer **opening hours**, especially on a Saturday, when shops are often at their busiest. Many respondents we talked to said that they relied on working family members to bring them by car into Paisley, which was often only

possible during the weekend. Obviously, Shopmobility organisations in large shopping complexes, such as Braehead or Silverburn Shopmobility, have longer opening hours to accommodate the shopping centres, however through benchmarking research we have found that other local shopmobilities are open for longer than SPD. For example, Clyde Shopmobility is closed on a Tuesday, but opens between ten am and four pm on a Saturday to accommodate weekend shoppers. This is especially important if SPD intends to widen its potential user profile: younger disabled adults may work during the week, and thus appreciate longer opening hours both in the week to suit their working hours and especially at the weekend when they have free time.

We would suggest SPD opens between ten am and four pm on a Saturday and considers opening on a Sunday, with reduced hours to fit with shop opening times: for example, between eleven am and four pm. As many of Paisley's local attractions (such as museums and art galleries) are closed on a Monday, SPD could consider closing on a Monday instead of a Sunday.

In regard to SPD's objective, **'To assist people with impaired mobility, temporary or permanent, to access shops and other facilities through the provision of equipment and volunteer escorts'**, SPD's users do not feel that access to SPD is as convenient as it should be. Many SPD users expressed anxiety regarding the parking charges at The Paisley Centre car park, in which SPD is based. It is thus of great importance to emphasise the fact there is *free* council parking located just around the corner. This parking space needs to be utilised by SPD. Users are being discouraged from using the service due to the fact that although it is free to 'drop off' and use the service at The Paisley Centre car park, if there is a delay with the picking up or returning scooters or wheelchairs, it is possible for individuals to incur a parking charge. In the questionnaire respondents have stated that they have actually been charged for parking.

Obviously this is having a negative impact in that it is detracting registered users (and possibly potential users) from using the service. SPD has a friendly and accommodating body of volunteers and staff: this has been continually mentioned by respondents throughout our project, thus it should be further advertised that the SPD volunteers are *willing to meet users* at local bus stops, Paisley Gilmour Street train station or directly from a taxi (etc.).

We believe this could help to combat the negativity felt by some respondents over the location of the SPD office and the convenience of using the service, especially amongst the proportion of registered individuals who have gradually ceased to use the service over the past eighteen months.

SPD does not currently charge for the hire of its equipment; however we believe charging an annual membership fee would generate additional revenue for the general up-keep of the service. Further, we believe charging an annual fee of five pounds (either one-off or charging per-year registered) would encourage individuals who chose to register to return and use the service to get full use of their membership money. Moreover, should registered individuals choose to use the service only once, or never to use the service, SPD will still have gained some revenue.

As part of additional research, we have spoken to various key stakeholders¹³ who have provided insights into local disability organisations and local businesses. It is important that SPD both maintains and develops its professional network. This is an initiative that is already being carried out in organisations such as Shopmobility Aberdeen, where volunteers themselves help to promote the Shopmobility service and activities amongst the business community. The volunteers and staff at SPD are the core of the organisation, and could be utilised further in helping SPD to develop its professional network. This could be done by creating an additional e-newsletter aimed solely at stakeholders, (this could be done by volunteers) detailing any news or upcoming events at SPD. This would help keep SPD's network informed and up to date with any developments, making them better placed to recommend SPD's service.

It would also be beneficial for SPD volunteers to research local (and wider Scottish) relevant organisations and attend any volunteering, promotional or informational events that such bodies hold, not only as an opportunity to promote the work of SPD, but to expand SPD's network. In turn this would not only help individual volunteers who wanted to expand their work experience but also would further SPD's objective, in raising the **awareness** of the needs of those with disabilities amongst the wider community.

In conclusion, if the above solutions are acted upon, SPD should expect to see a significant increase in its number of registered users and the frequency at which they use the service.

¹³ Please see Annexe VII for transcript of the Stakeholder Questionnaire.

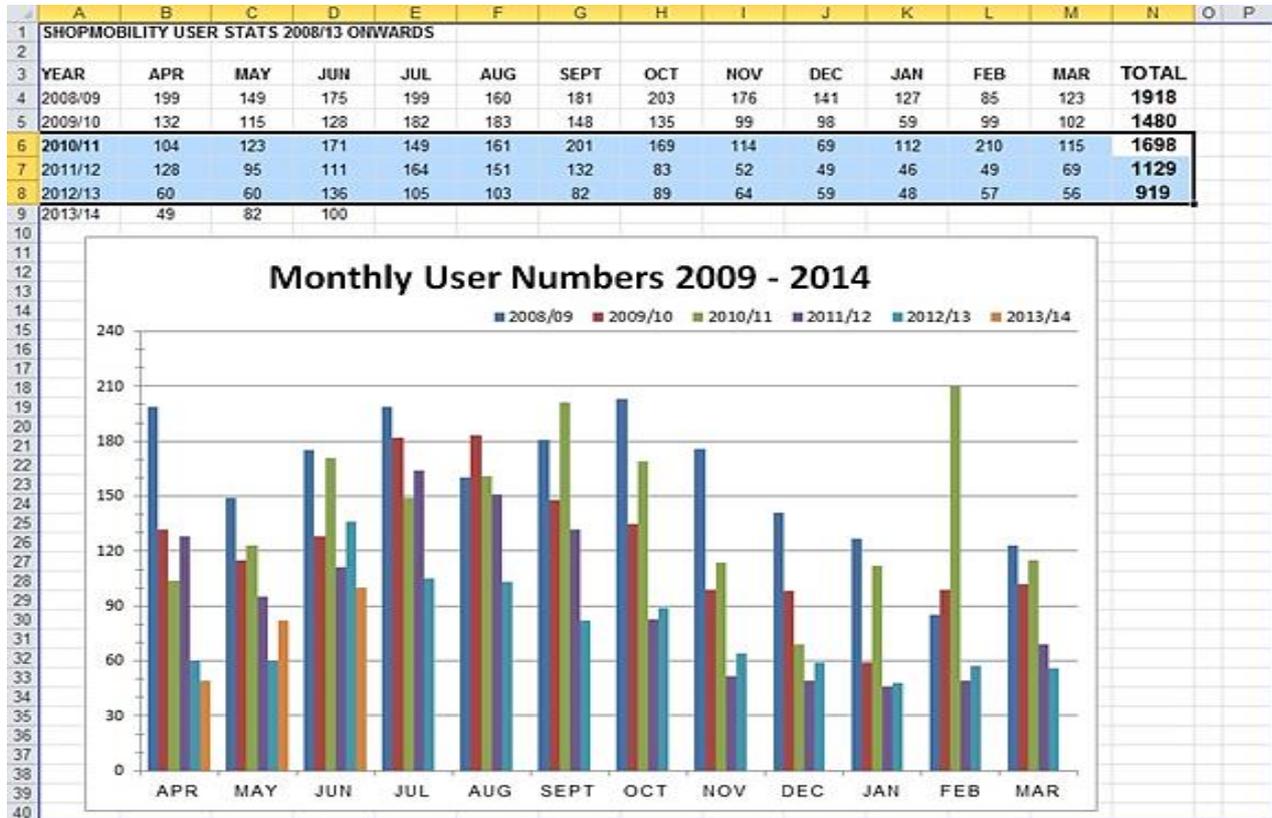
A NOTE OF THANKS

Firstly, we would like to thank the University of Glasgow Settlement for offering us this opportunity. We would also like to thank Dr Adina Dudau, our mentor, for her support with our market research, the SPD Board of Directors for all their help, the SPD Administrator and volunteers for their friendliness, advice and support throughout the duration of our project.

Finally, we would like to thank SPD's Users and Non-Users for taking part in both the Interviews and the Questionnaire. We also give thanks to SPD's Stakeholders for giving up their time to participate in our study and Lynn Jolly and the team at The Paisley Daily Express for our featured article.

ANNEXE

Annexe I: Monthly User Numbers between Year 2009-2014



Annexe II. Interview Transcript for Registered Users

Hello. I am, and I am helping Shopmobilty Paisely to conduct research into registered users experiences and thoughts. Would you have a few minutes to answer some questions?

1. How did you find out about Shopmobilty Paisely?
2. What influenced you to register with Shopmobilty Paisely?
3. Please tell us what you like about the service as a regular user (please provide at least one extensive example of a positive experience).

4. Would you like the idea of the organization having a monthly newsletter and being updated about news and events?

5. We are thinking of increasing our online presence- how would you feel about this?

6. Could you please tell us about social events that Shopmobility Paisley could organize and that you would like to attend?

7. If you could change 2 things for the better about Shopmobility Paisley, what would those be?

8. Do you know anyone who could benefit from using the service but doesn't currently do so at the moment?

Annexe III. Registered Non-Users

1. How did you first hear about Shopmobility Paisley? (Respondent Answer) Did this information influence your decision to register with

Shopmobility Paisley?

2. Did you register for the service yourself or did you register on behalf of someone else? (Please tell us their relationship to you).

3. What were the factors that influenced your decision to register with Shopmobility Paisley?

a) Suffered an injury or illness (short-term)

b) Suffered an injury or illness (long-term)

c) Age-related mobility issues

d) Other

4. We/I have noticed that you have not used the service. What were the factors that influenced your decision not to use the service?

5. What factors may influence you to actually use the service?

6. We are thinking of increasing our online presence- how would you feel about this?

7. Were you aware that you could hire one of our mobility scooters or wheelchairs to take on holiday?

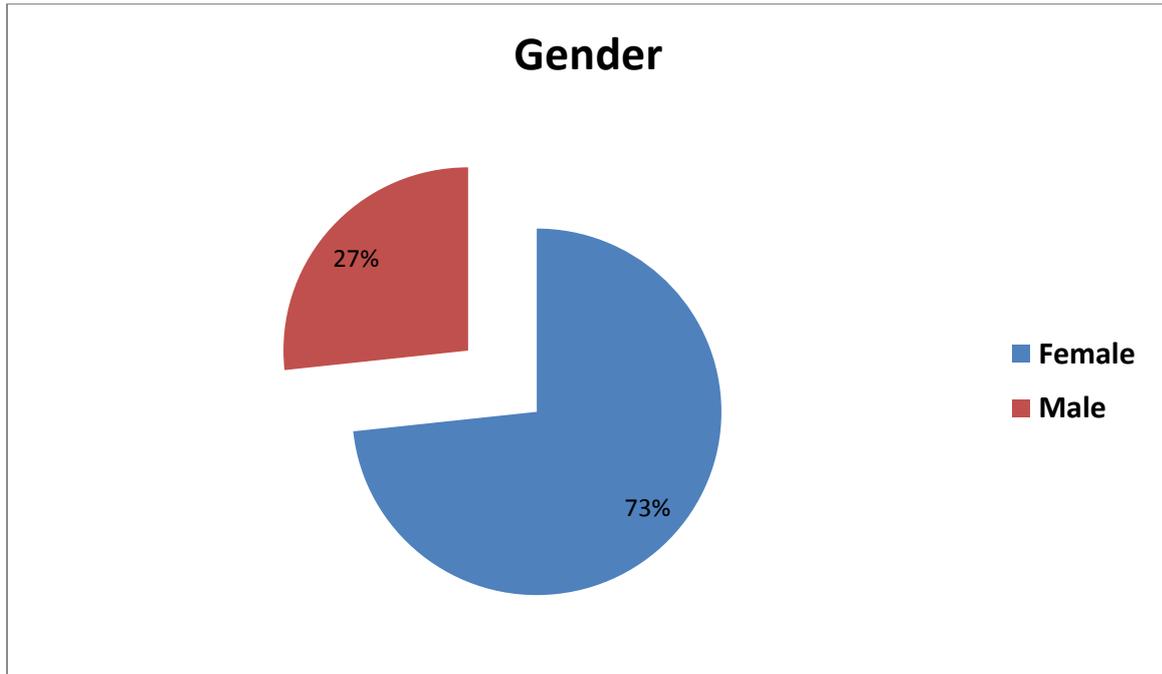
8. Do you know anyone who could benefit from using the service but doesn't currently do so at the moment? (If so, could we have a chat with them to tell them about the service?) (Take name/contact)

Annexe IV: Descriptive Statistics - Frequencies

Nominal variables such as gender, employment status and area one should use Frequencies within descriptive statistics to analyse the data. It makes no sense to calculate means, variance, standard deviation, etc.

Question 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	22	73.3	73.3	73.3
	Male	8	26.7	26.7	100.0
	Total	30	100.0	100.0	



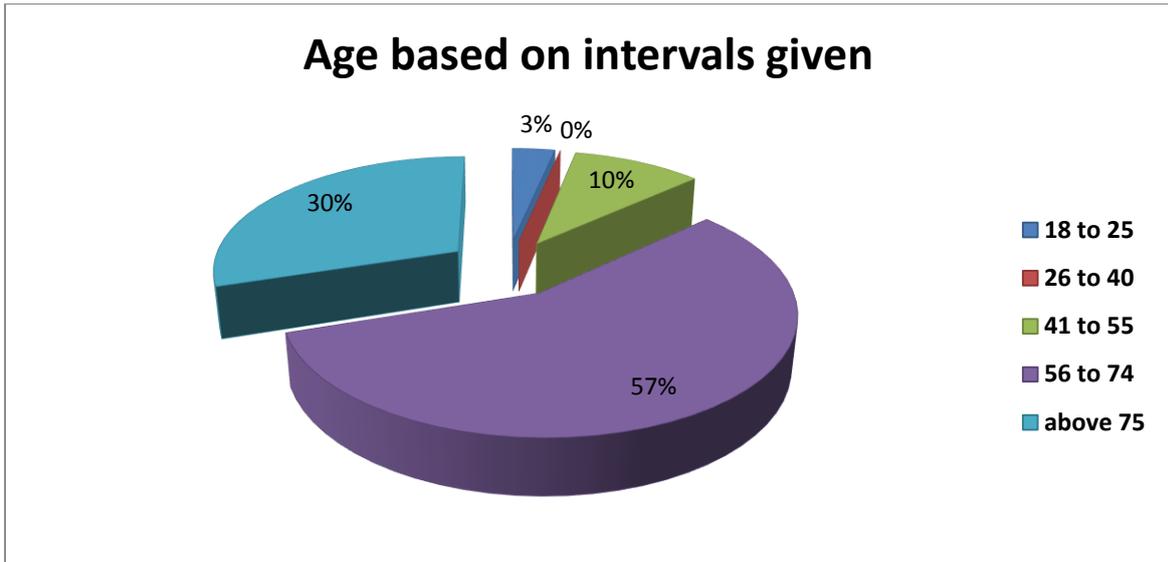
Question3. Employment status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	1	3.3	3.3	3.3
Unemployed	3	10.0	10.0	13.3
Retired	25	83.3	83.3	96.7
Other	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Question 4. Area

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Paisley	10	33.3	33.3	33.3
Wider	10	33.3	33.3	66.7
Renfrewshire				
City of Glasgow	3	10.0	10.0	76.7
Other	7	23.3	23.3	100.0
Total	30	100.0	100.0	

Question 2. What age group do you belong to:



Descriptive Statistics – Frequencies for Question 1-4 (please look at the mode)

F		Employment				
		name	gender	age	status	area
N	Valid	30	30	30	30	30
	Missing	0	0	0	0	0
Median			1.0000	4.0000	4.0000	2.0000
Mode			1.00	4.00	4.00	1.00^a

a. Multiple modes exist. The smallest value is shown

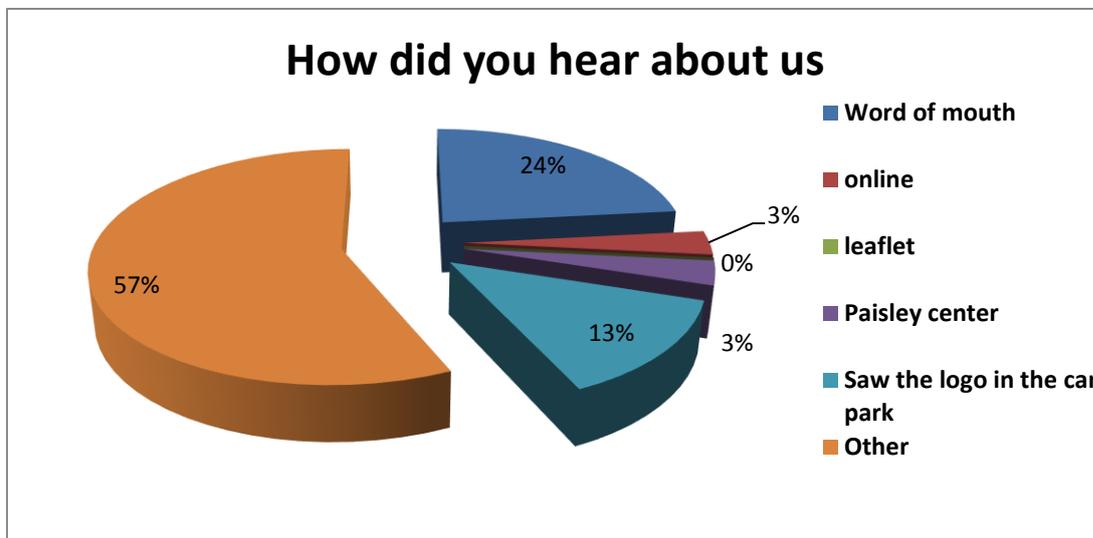
Question 5 and 6.

		Q5. How did you hear about us	Q6. Mobility challenge
N	Valid	30	30
	Missing	0	0
Mean		4.5000	2.6000
Median		6.0000 'Other'	2.5000
Mode		6.00 'Other'	1.00

Q5 How did you hear about us

Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Word of mouth	7	23.3	23.3	23.3
	Online	1	3.3	3.3	26.7
	The Paisley centre	1	3.3	3.3	30.0
	Saw the logo in the car park	4	13.3	13.3	43.3
	Other	17	56.7	56.7	100.0
	Total	30	100.0	100.0	



Q5 corrected for Bias (as some respondents talked about hearing about it from a family member or friend, and we has mistakenly included it under ‘Other’ instead of ‘Word of mouth’)

	Frequency	Percent
Valid	1.00 15	50
	2.00 1	3.3
	4.00 1	3.3
	5.00 4	13.3
	6.00 9	30

Question 6. What mobility challenge are you overcoming by using Shopmobility Paisley scooters?

Mobility challenge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	46.7	46.7	46.7
	Illness				
	temporary injury	1	3.3	3.3	50.0
	permanent injury	6	20.0	20.0	70.0
	age-related mobility problems	5	16.7	16.7	86.7
	Other	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

Descriptive statistics

Q7. Please rank the following statements about Shopmobilty Paisley, from 1 to 5 (1 being ‘strongly disagree’, and 5 being ‘strongly agree’)

		Part of Q7. events	Part of Q7. repair shop
N	Valid	30	30
	Missing	0	0
Mean		3.1333	3.1333
Median		3.0000	3.0000
Mode		3.00	3.00 means not applicable

Part of Q7. Rank the following statements about Shopmobility Paisley, from 1 to 5 (1 being 'strongly disagree', and 5 being 'strongly agree'): Checking the SPD Website:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	16.7	16.7	16.7
	2.00	2	6.7	6.7	23.3
	3.00	7	23.3	23.3	46.7
	4.00	12	40.0	40.0	86.7
	5.00	4	13.3	13.3	100.0

Part of Q7. Importance of Facebook (1 being 'strongly disagree', and 5 being 'strongly agree')

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	56.7	56.7	56.7
	2.00	6	20.0	20.0	76.7
	3.00	6	20.0	20.0	96.7
	4.00	1	3.3	3.3	100.0
Total		30	100.0	100.0	

Part of Q7. How do you feel about SPD running a monthly repair shop (1 being 'strongly disagree', and 5 being 'strongly agree')

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	10.0	10.0	10.0
	2.00	2	6.7	6.7	16.7
	3.00	17	56.7	56.7	73.3
	4.00	4	13.3	13.3	86.7
	5.00	4	13.3	13.3	100.0

Part of Q7. Importance of being able to call up the organisation (1 being 'strongly disagree', and 5 being 'strongly agree')

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	3.3	3.3	3.3
	2.00	3	10.0	10.0	13.3

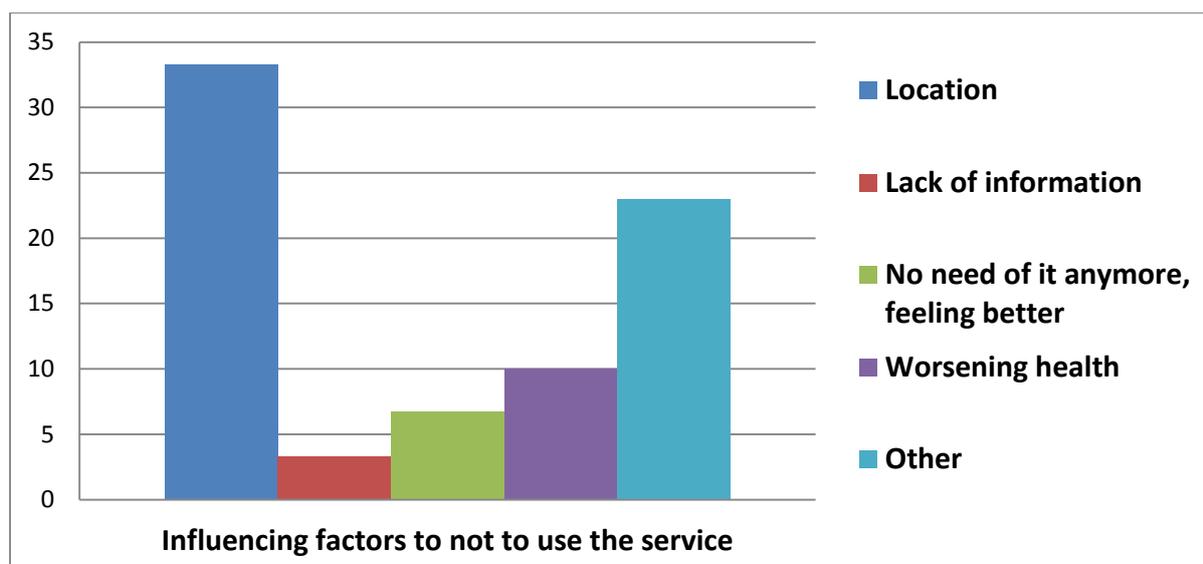
8. We have noticed that you have not used the service. What were the factors that influenced your decision not to use the service?

	Count	Percentage	
Location	10	43.48%	
Lack of information (please state what sort of information may be required)....	1	04.35%	
No need of it anymore, feeling better	2	08.70%	
Worsening health	3	13.04%	
Other	7	30.43%	
	23		

3.00	2	6.7	6.7	20.0
4.00	9	30.0	30.0	50.0
5.00	15	50.0	50.0	100.0
Total	30	100.0	100.0	

Part of Q7. I am familiar with the events SPD organises (1 being ‘strongly disagree’, and 5 being ‘strongly agree’)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	6.7	6.7	6.7
3.00	24	80.0	80.0	86.7
4.00	2	6.7	6.7	93.3
5.00	2	6.7	6.7	100.0
Total	30	100.0	100.0	



Other

- Goes to Braehead, not very much business in Paisley. don't normally use the service for shopping and not familiar with shops in Paisley area .
- it closes early on Saturday, so don't have very much time to look around
- I have got my own wheelchair and I have to rely on other people to take me out so not relevant

Question 9. What would help you or a potential service user to use Shopmobility Paisley and District Service more than you currently do? (Open ended question)

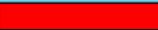
Question 10. Would you look for the service online, i.e. via a computer?

	Count	Percentage	
Yes	17	56.67%	<div style="width: 56.67%; height: 10px; background-color: red;"></div>
No	13	43.33%	<div style="width: 43.33%; height: 10px; background-color: red;"></div>
	30		

Question 11. If yes at Question 10, would you look at:

	Count	Percentage	
Website	10	58.82%	
Search engine	8	47.06%	
Facebook	0	00.00%	
Other social media	0	00.00%	
	17		

Question 12. Were you aware that you can hire one of our mobility scooters or wheelchairs to take on holiday?

	Count	Percentage	
Yes	16	53.33%	
No	14	46.67%	
	30		

Question 13. Do you know anyone who could benefit from using the service but doesn't currently do so at the moment?(open ended question)

Question 14. Do you have any other comments about Shopmobility Paisley? (open ended question)

14. Do you have any other comments about Shopmobility Paisley?

Respondent 1: Really helpful when hiring service. Mainly use for hire.

Respondent 3: It is far away; otherwise I would use it a lot more often. It should be in the Paisley Piazza.

Respondent 2: Major benefit that can take away the scooter for several days .

Respondent 4: Very helpful

Respondent 5: Would be great if the network would be spread out and I very much appreciate Paisley service.

Respondent 6: First class service, but they could promote themselves more. More visible to the public- it is tucked away at the moment, unless you already know where it is.

Respondent 7: I also the Shopmobility in Braehead, quite a lot because can do a lot of window shopping. Bit of trek down to the car park if I'm coming on the bus because my bus doesn't stop outside Storrie Street. However SP did tell me they could meet me off the bus and my son often brings me in with his car.

Respondent 8: Not really- it served a purpose at the time. We hope after my husband's operation we will no longer need to use the service.

Respondent 9: They have been fine, but only use it to go to the shopping centre/post office.

Respondent 10: I think it is excellent Nothing else.

Respondent 11: More information that we could be provided by SPD about repairs and rent of equipment, would help.

Respondent 12: Very efficient, everything went clockwork. I made the call and everything was ready for me, I had what I wanted and just took it back.

Respondent 13: Glasgow Buchanan Galleries have closed down and I miss it. What was that about?

Respondent 14: The service is absolutely wonderful, I did enjoy a lot getting around town also cannot praise the staff enough

Respondent 15: It is great, very friendly

Respondent 16: The service was very nice, pleased with the staff

Respondent 17: We would need to expand in Renfrewshire area on a regular basis and hand out leaflets and business cards

Respondent 18: No, absolutely nothing!

Respondent 19: No- I think you do very well. They couldn't do enough for us when we hired a scooter last year.

Respondent 20: I don't feel it is in the right place. Once I went to the library and I ended up going outside and it did not feel safe. not feasible

Respondent 21: No...

Respondent 22: no

Respondent 23: no

Respondent 24: Thoroughly enjoyed it,
quite positive experience

Respondent 25: I'm absolutely thrilled.
The location is very handy with the bus
stop right outside.

Respondent 26: Great service

Respondent 27:NO

Respondent 28:Don't think so Respondent
29:Interested in volunteering Respondent
30: Good service.

Annexe V: Non Parametric Testing

1. Mann-Whitney Test

	Userornon	Ranks		
		N	Mean Rank	Sum of Ranks
Gender	3.00	86	56.74	4879.50
	4.00	27	57.83	1561.50
	Total	113		

Test Statistics^a

	Gender
Mann-Whitney U	1138.500
Wilcoxon W	4879.500
Z	-.188
Asymp. Sig. (2-tailed)	.851

a. Grouping Variable: Userornon

2. Kruskal-Wallis Test

	Ranks		
	locationcoded	N	Mean Rank
usereslivingthere	1.00	1	4.00
	2.00	1	3.00
	3.00	1	6.00
	4.00	1	5.00
	5.00	1	2.00
	6.00	1	7.00
	7.00	1	1.00
	Total	7	

Test Statistics^{a,b}

	usereslivingthere
Chi-Square	6.000
df	6
Asymp. Sig.	.423

a. Kruskal Wallis Test

b. Grouping Variable: locationcoded

Annexe VI: Benchmarking

We decided to carry out a benchmarking study of other Shopmobility services nearby, on both a local and national level in order to assess what they offered. This provided information that we required to compare SPD's services and resources to those offered by other similar organisations. This raised a few issues (particularly publicity, online media and general awareness) which we then went on to explore in the final questionnaire design. We have analysed the following organisations;

1. Braehead Shopmobility

Location is a big advantage at Braehead Shopmobility: it has an extensive variety of shops and activities. Further, Braehead Shopping Centre is mainly flat and easily accessible with lifts, ramps and a large arcade shopping space. Opening hours are longer to suit shopping centre opening hours (10am-9pm Mon.-Fri., Sat. 9am-6.30pm, Sun. 10am-6pm). Braehead Shopmobility's main special feature is a free Assisted Changing Room for "disabled customers who require changing facilities when visiting "intu" Braehead. Includes a changing bed, wash basin, hoist. Registration forms can be filled in at the customer service desk at the upper mall. Two forms of ID are needed. Key for changing room can be found at the customer service desk. Braehead Shopmobility is associated with the Braehead Shopping Centre and receives funding from them: it also charges for the service. They do not offer a weekly/holiday hire service: something we have found to be unique to Paisley Shopmobility and this is a potential Unique Selling Point for Paisley Shopmobility.

2. Clyde Shopmobility

Clyde Shopmobility is closed for one day (Tuesday) during the week, but opens for longer than SPD on Saturdays, when it is open between 10.00am and 4.00pm. This is something we think SPD could consider. Their registration form is available online- thus people are able to view it beforehand, and fill it in at home, bringing it along to Clyde Shopmobility. We believe this could speed up the registration process at SPD. They charge a one-off registration fee of five pounds, which provides access to service for one year. We believe a similar system could be introduced at SPD which could raise revenue and encourage people to use the service more regularly in order to take full advantage of their membership.

West Dunbartonshire Council provides continued support for Clyde Shopmobility. They receive support from the West Dunbartonshire Change Fund, and also supported by Comic Relief. Furthermore Funding was recently secured from The Lottery Awards for All Programme. In the past SPD has also received funding from the National Lottery, however we have learnt this has become increasingly harder to obtain in recent years.

3. Kilmarnock Shopmobility

Kilmarnock Shopmobility emphasise their local attractions in and around Kilmarnock which are clearly advertised on the website. This is something we believe SPD is lacking: many respondents are not aware of local attractions or events which are available to them whilst using the service. Kilmarnock Shopmobility also advertises places to stay and provides relevant links (for example, kids' activities, eating out, things to do, etc.) Facebook and Twitter links can be found clearly displayed on their website. We would suggest to SPD that they could consider doing the same. Their website is attractive and eye-catching (as with Braehead, partnered with a retail company- the *Kilmarnock Retail Trades Association*).

4. Silverburn Shopmobility

Silverburn is open seven days a week. They emphasise on their website that "Shopmobility is for anyone whether young or old, whether their disability is temporary or permanent": we believe SPD needs to emphasise in its promotional material the importance of Shopmobility itself as a service for all- not just elderly people. They provide online updates, such as an e-newsletter, which service users can sign up for on the website. Facebook and Twitter links are also on the website. Like Clyde Shopmobility, registration is online, accessed by clicking a separate link-and is a simple and quick process.

5. Shopmobility Aberdeen

They are located inside Union Square and as organization they really emphasise the importance of volunteers: this is evident in the advertising on their website. They have extensive promotional events and fundraising opportunities, including, '10k Run for Shopmobility', stalls and games at galas and street collections. Significantly, Aberdeen Shopmobility promotes its service and activities amongst the business community. This is an important concept for SPD also, as the directors have urged us to also target 'key stakeholders' as part of our market research and this is certainly crucial in pursuing funding. Shopmobility Aberdeen is funded by; Aberdeen City Council, Rainbow City Taxis,

Hammerson (Union Square), Violet M Lessels Trust, Skipton Building Society, Foundation Scotland, Aberdeen College and The Charity Box. Amongst this list, Rainbow City Taxis are interesting in terms of SPD- we believe a local taxi company could be an option for a future stakeholder, especially as a proportion of service users travel to SPD by taxi.

A key strategy we believe SPD could perhaps take away from Aberdeen Shopmobility is its emphasis on volunteers helping to promote the work of Shopmobility among the business community (chiefly in attracting funding). Further, this could help to attract volunteers with business networks. Large businesses have 'volunteering days' to promote 'ethics' and 'teamwork' which could provide excellent opportunities for SPD.

Annexe VII: STAKEHOLDERS' QUESTIONNAIRE

Response 1 of 1

Name: Mr Piero Pieraccini

Organisation name: Hamishes Hoose + Paisley Development Trust/Bids Team

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service? Yes
2. If you are familiar SPD, how do you view it? Great service for disabled folk who have problems ordinarily -it is good for the town and the individuals themselves.
3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service? Publicize their service better.
4. What has been your experience of SPD's promotion/publicity strategy?

Only by word of mouth and through the volunteers that I know there. I have seen signs when I pass- but no further explanation of what 'Shopmobility' actually is. Realize it is pretty self-explanatory, but I still think they could explain the service provided specifically at SPD.

5. Has SPD ever been included in any events held by your service/charity/organisation?

NO

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc) YES letters asking for donations for fundraising events.

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Yes- advise me on mobility issues- I want advice on the height of the ramp into Hamishes Hoose. I want help to make access easier for my disabled customers.

8. How could SPD be more closely integrated with your service/organisation?

INFORMATION (easier access advice) - "scooters welcome" stickers, so that I could advertise SPD and they could mention when people hired scooters and wheelchairs that .

Hamishes Hoose is a disabled friendly business. This would have dual promotional benefits.

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?)

It has a vital role-people with mobility issues tend to avoid towns and go to malls. SPD have to get their message out there and attract more users.

10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? n/a

11. For all participating organizations: Where do you see SPD in the next three years?

I think they will still be around. Something like SPD will always get funding- it is a vital public service- although they NEED TO PROMOTE THEMSELVES BETTER. I actually think they are an UNDERVALUED service.

Response 2 of 7

Name: Ms Irene MacNeil

Organisation name: Disability Resource Centre (DRC) Manager

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service?

Yes- long been aware of SPD.

2. If you are familiar SPD, how do you view it?

The DRC has had longstanding contact with SPD and is very aware of them as a service which supports people using the service in Paisley.

3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service?

Physical Disability Steering Group- Robert recently attended this for SPD. SPD and DRC volunteers, directors and staff share a future vision and this is very important role economically.

4. What has been your experience of SPD's promotion/publicity strategy?

I've had very little involvement in this and have been distanced in this aspect. Could be very useful to have more promotional information for people using DRC!! There are always more people joining the DRC - SPD could produce a personal information pack and/or distribute more information in the DRC in general. This would be a super idea. There are some great networking opportunities to be had. Obviously, SPD meetings held at the DRC are not open, so the people who actually use the centre may not be aware of SPD, even though DRC and SPD are aware of one another. There needs to be some specific effort to reach out to people at the DRC who SPD services would be relevant to.

Page | 39

5. Has SPD ever been included in any events held by your service/charity/organisation?

NO- but they are always welcome! I have always thought they were quite independent in this respect. They could advertise events with us.

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)

NO- not that I am aware of myself -I haven't been approached.

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Crucially- funding reaching the "65 year cut off". SPD should meet and discuss people who used to use our service but now can't because of changes to legislation- Shopmobility Paisley could help with this transmission in people's lives. SPD need to be represented at public meetings! There is vital stuff going on- and this is a forum to attract prospective volunteers. Again, as eligibility for older adult services is more restricted now and many people are turned down by the government criteria for older adult services, SPD could bridge this gap and also provide social and emotional benefits here. Welfare reform barriers need to be tackled by the voluntary sector, and SPD could definitely play a role here. Any potential to grow together depends on robustness of the structure of SPD/DRC- potential to employ somebody in this area. I am very interested in the potential in this aspect of SPD-DRC relationship.

8. How could SPD be more closely integrated with your service/organisation?

As above.

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?) n/a
10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? n/a
11. For all participating organizations: Where do you see SPD in the next three years?

Firstly, I have a lot of loyalty and belief in their system. But there is such a great opportunity right now to be bolder- people are living longer than ever, and they need and expect more from public services many people (at present and in the future) won't receive benefits and there will be a huge opportunity to expand for services like SPD here. I see SPD doing more partnership work, having more volunteers and a bigger marketing focus. There will be more expansion work, and I believe local services will work together more closely to create a linked up approach to disability (social work etc).

Response 3 of 7

Name: Mrs Nicola Hanssen

Organisation name: Reaching Older Adults in Renfrewshire

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service? Yes
2. If you are familiar SPD, how do you view it? Very Good
3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service? Mutual support
4. What has been your experience of SPD's promotion/publicity strategy?

Good

5. Has SPD ever been included in any events held by your service/charity/organisation? Yes
6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)Yes
7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning? Not Answered
8. How could SPD be more closely integrated with your service/organisation?

We could consider how SPD could support people to get to ROAR clubs or on trips with the Befriending service

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?)The lead mobility service
10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? n/a
11. For all participating organizations: Where do you see SPD in the next three years?

Integrated into town centre development

Response 4 of 7

Name: Mrs Kay Bowman

Organisation name

None. Formerly director and company secretary and latterly a volunteer with Shopmobility Paisley & District now retired! Also a trustee of Paisley Community Health Trust which provides funds to SPD, but have responded on a personal basis.

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service?

Yes. Have been involved for 13 years until May.

2. If you are familiar SPD, how do you view it?

A valuable contribution to the disabled community in the area, providing independent access to the town centre to those with a temporary or permanent disability

3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service? Not applicable
4. What has been your experience of SPD's promotion/publicity strategy?

Given 13 years of working as part of the board and as a volunteer, quite extensive. Potential area for development.

5. Has SPD ever been included in any events held by your service/charity/organisation?

Not applicable

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)

Yes to take part/attend. Also Paisley Community Health Trust has provided funds regularly for publicity materials.,

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Not applicable

8. How could SPD be more closely integrated with your service/organisation?

Not applicable

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?)

Part of the problem with a reduction in usage at SPD is the decline of the town centre. It maybe if there was a closer link with Renfrewshire Council in day to day terms if the service would be promoted. Do not know enough about the regeneration plans to know how S PD could be integrated.

10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? Not applicable

11. For all participating organizations: Where do you see SPD in the next three years?

I think there needs to be a rethink on the management of SPD. Previously the development of the service has tended to depend on the foresight, vision and commitment of one or two individuals with other directors endorsing their decisions. Representation of stakeholders eg Council, Towncentres might broaden the discussion and decision making. Clearer line management of the Administrator and clearer definition of the roles of Directors/Administrator. It maybe that the service has to consider the service being managed by the Council or Towncentres. A person centred approach is crucial to the success of the service.

Response 5 of 7

Name: Mr John Speirs

1. Organisation name: GCIL Equality Academy

Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service? No

2. If you are familiar SPD, how do you view it?

No previous experience of the organisation.

3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service?

Meeting to discuss possible areas of shared work.

4. What has been your experience of SPD's promotion/publicity strategy?

N/A

5. Has SPD ever been included in any events held by your service/charity/organisation?

No

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)

No

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Explore at meeting.

8. How could SPD be more closely integrated with your service/organisation?

Explore these issues at meeting.

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?) Don't know.

10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? None

11. For all participating organizations: Where do you see SPD in the next three years?

Don't know.

Response 6 of 7

Name: Mrs Liz Jamieson

Organisation name: Paisley Community Health Trust

Page | 44

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service?

Yes

2. If you are familiar SPD, how do you view it?

Very good essential service

3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service?

No - charitable organisation who donates to SPD

4. What has been your experience of SPD's promotion/publicity strategy?

Not aware of any promotional material

5. Has SPD ever been included in any events held by your service/charity/organisation?

No events but have donated to SPD

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)

Not asking to take part - only asking for financial support to help with fundraising

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Make aware of upcoming event

8. How could SPD be more closely integrated with your service/organisation?

Keep us advised of developments in their services

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?)

Integral part of this to help disabled people to use local facilities

10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? Not applicable
11. For all participating organizations: Where do you see SPD in the next three years?

Hopefully continuing to develop

Response 7 of 7

Name: Miss Donna Gallagher

Organisation name: Renfrewshire Council

1. Are you familiar with the organisation Shopmobility Paisley and District (SPD) and its service?

Yes

2. If you are familiar SPD, how do you view it?

As a positive addition to the Town which allows those who have additional mobility requirements access to goods and services, which previously may have been too difficult to access.

3. Is there anything that SPD can do for your organisation/service to support or contribute to the work of your organisation/service?

It may be an idea if possible to attend some of our events to promote your service and to lend mobility scooters/wheelchairs/walkers to those who require the equipment.

4. What has been your experience of SPD's promotion/publicity strategy?

Limited - Although I know you do take articles in the Paisley Vision Magazine, other than that I haven't seen much publicity surrounding Shopmobility

5. Has SPD ever been included in any events held by your service/charity/organisation?

No

6. Has SPD ever contacted you regarding their own fundraising or events? (Asking you to take part/ providing information for publicity etc)

Page | 46

Other than the Paisley Vision Magazine, not that I know of.

7. (If NO at previous question) Is there anything we could do to be considered for involvement in any future events that your service/organisation is planning?

Not Answered

8. How could SPD be more closely integrated with your service/organisation?

Please see answer to Q5.

9. Paisley Regeneration: For The Paisley Development Trust What role do you envisage for SPD within the development and regeneration of Paisley town centre? (Could we do more?)

From memory I'm not sure if there are stickers on the Scooters advertising SPD, perhaps hows my driving on the back with your number. Get local businesses to Sponsor a Scooter, just some suggestions.

10. SPD as a Placement Receiver: For Haven Products Work Placement What has been your experience of SPD as an organisation with which to place individuals for work placement? N/a

11. For all participating organizations: Where do you see SPD in the next three years?

Hopefully bigger and better, I'd like it to be more well-known asking colleagues who come from Paisley, it is a service you don't tend to think about until it's needed.